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profile being based on whatever information is available about the customer at the time of assignment;
capturing by the customer the on-line e-commerce site's actions;
formulating by the customer a profile of the on-line e-commerce site;
negotiating by the on-line e-commerce site with the customer based on [the customer's] a dynamically changing profile of the customer; and
changing by the on-line e-commerce site the customer's dynamically changing profile during negotiations based on [the customer's] an observed behavior of the customer.

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5. The computer assisted on-line negotiation method recited in claim 1, further comprising the steps of:
capturing by the on-line e-commerce site direct interactions by the customer with the on-line e-commerce site, said direct interactions including the customer's "click-through stream"[and other direct interaction with the on-line e-commerce site]; and
analyzing [the interaction] said direct interactions with the on-line e-commerce site to update the customer's dynamic profile.

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10. The computer assisted ~~on-line~~ negotiation method recited in claim 9, wherein actions by the on-line e-commerce site on which the site's profile is dynamically modified include offering of terms, said terms including prices of items [offered] for sale, packaged deals and bonuses.
